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DETAILS

Five Ways to Look Younger
in Less Than 30 Minutes

Hard Bodies, Hot Yoga,
and Hookups:
Inside the Cult
of Bikram

NEVER HAVE
A BOSS AGAIN
THE NEW AGE OF
ENTREPRENEURSHIP

10

EXPERT
HOME-
DESIGN
TIPS
THAT
WILL
CHANGE
THE WAY
YOU LIVE

WHY ALL OF HOLLYWOOD
WANTS A PIECE OF
THE SOCIAL NETWORK'S

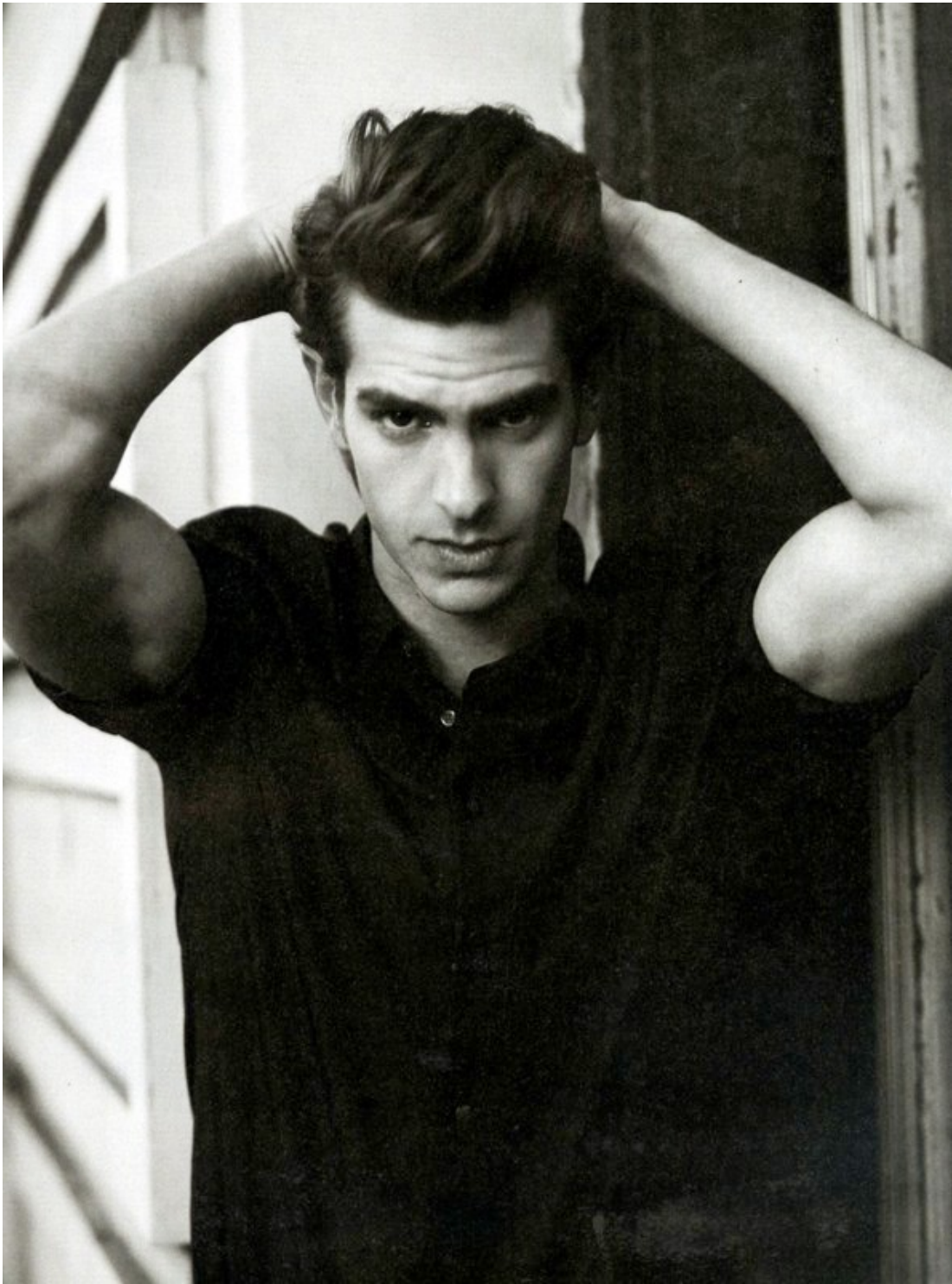
ANDREW GARFIELD

STAY AHEAD
OF THE
TRENDS

The Must-Have Shoes,
the Ultimate Shirt-Tie Combo,
and the Only Suit You
Need to Buy This Season

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White tank top by
Calvin Klein Underwear
available at Macy's.
Leather pants by Bottega
Veneta. Necklace by
Cartography 40°n 74°w.

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NAME: BEN HOLLINGSWORTH

AGE: 25

HOMETOWN: Brockville, Ontario

YOU'VE SEEN HIM: Opposite Mischa Barton in Ashton Kutcher's quickly canceled CW series *The Beautiful Life*.

UP NEXT: Playing David Duchovny and Demi Moore's son in *The Joneses*.

ON THE TAO OF DUCHOVNY: "We'd be sitting in our chairs on set, and he'd say, 'Watch this, kid,' and get up and literally do nothing. Just complete silence on camera. And then he'd come back and say, 'Did you see that?'"

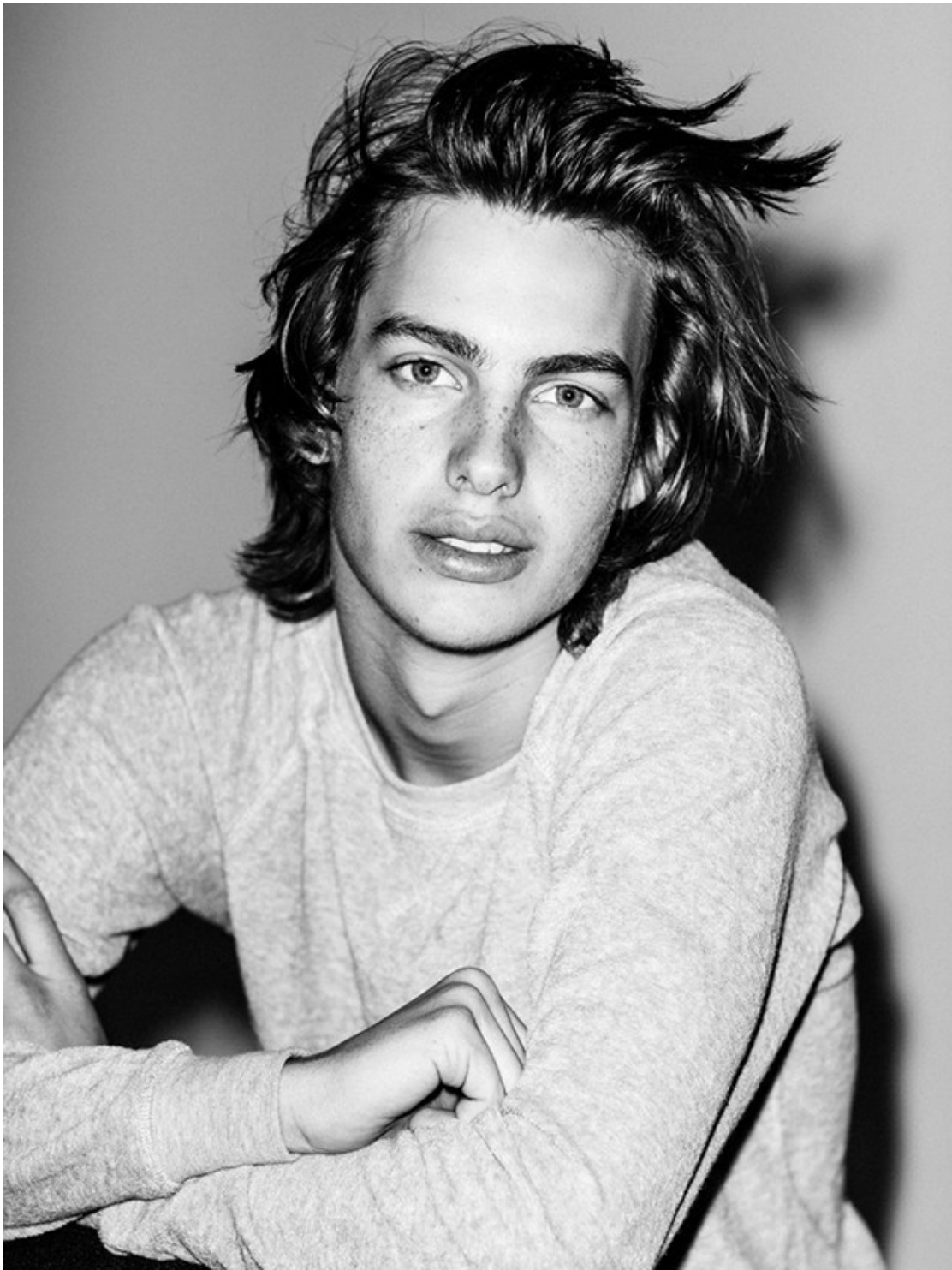
AN OFFICER AND A THESPIAN: "I was once in a theater production of *A Few Good Men*. I shaved my head, gained 30 pounds of muscle, and was walking around town in dog tags—I got a little Method. People came up to me and were like, 'Thank you for all you do.' And I'm like, 'Oh, you saw the show?'"

WHAT HE'S WEARING: Suit by Hermès. Shirt by Robert Geller.

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NAME: LUKE EVANS

AGE: 30

HOMETOWN: Aberbargoed, Wales
YOU'VE SEEN HIM: If you're a West End regular, he's starred in London productions of *Taboo*, *Avenue Q*, and *Rent*.

UP NEXT: Louis Leterrier's *Clash of the Titans*, playing Apollo alongside Sam Worthington and Liam Neeson.

THE DOWNSIDE OF PLAYING A GOD: "I had long hair extensions down my back. I looked like some travel agent selling a package vacation to Torremolinos. I was very uncomfortable. I don't know how women do it."

MORBID EARLY GOAL: "When I was a teenager, I was fascinated with forensic pathology. When they asked me where I wanted to intern, I said a mortuary. They sent me to an interior-design shop instead."

WHAT HE'S WEARING: Tom Ford.

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NAME: JAMES BADGE DALE

AGE: 31

HOMETOWN: New York City

YOU'VE SEEN HIM: On the third season

of 24, in Martin Scorsese's *The Departed*.

UP NEXT: HBO's World War II mini-series

The Pacific; AMC's newest political-

drama series, *Rubicon*; Robert Redford's

The Conspirator, a film about the Lincoln

assassination.

WHY WAR IS HELL: "While filming

The Pacific in Australia, we were doing

these field exercises, crawling around,

and there were all these toads. The

next day, just as a side note, they yelled

to us, "Yeah, don't touch the toads.

They're poisonous. They'll kill you."

WHAT HE'S WEARING: Suit by Eтро.

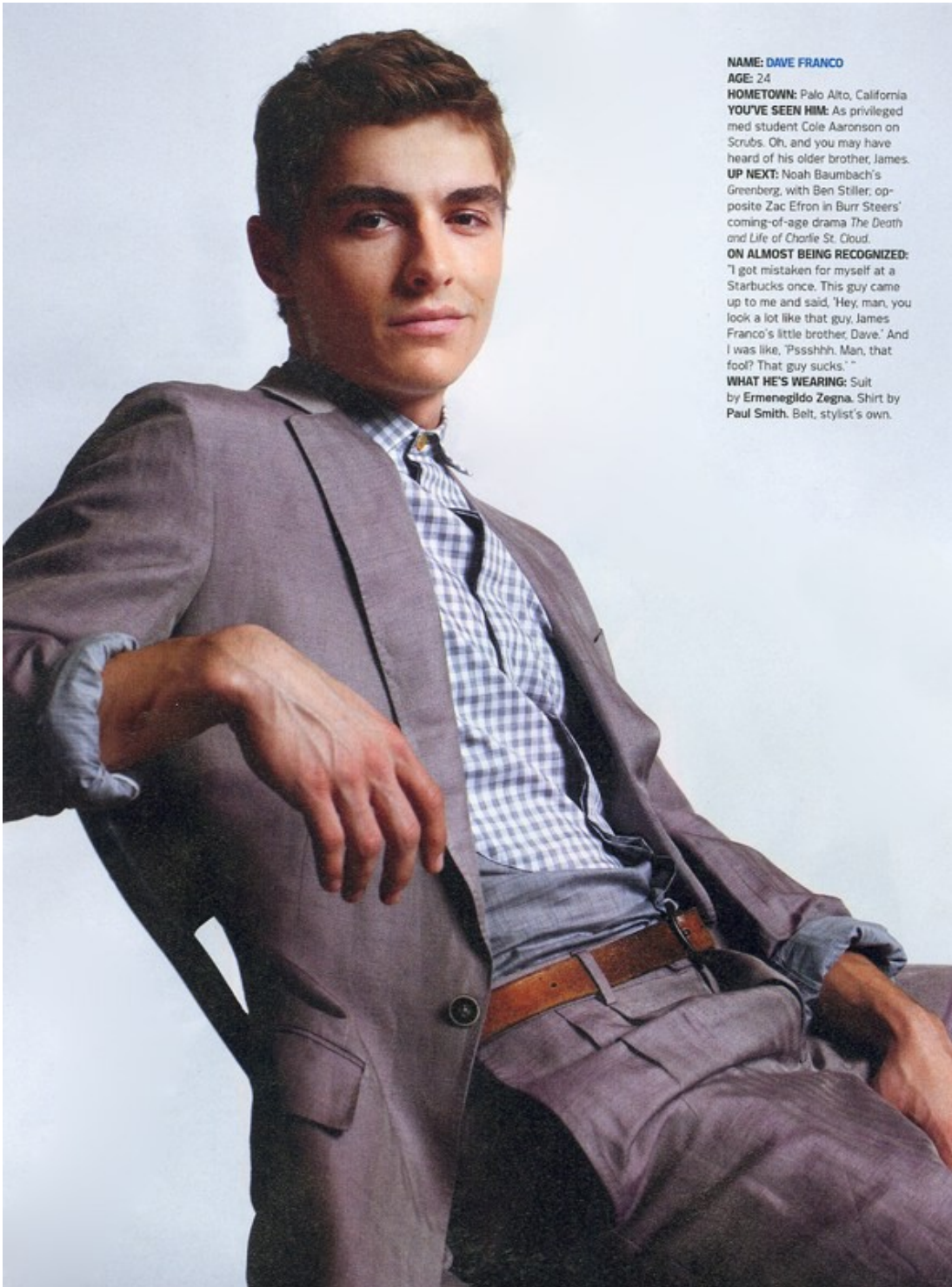
Shirt by Spurr. Tie by Louis Vuitton.

Belt by Trafalgar.

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NAME: DAVE FRANCO

AGE: 24

HOMETOWN: Palo Alto, California

YOU'VE SEEN HIM: As privileged med student Cole Asaronson on *Scrubs*. Oh, and you may have heard of his older brother, James. **UP NEXT:** Noah Baumbach's *Greenberg*, with Ben Stiller, opposite Zac Efron in Burr Steers' coming-of-age drama *The Death and Life of Charlie St. Cloud*.

ON ALMOST BEING RECOGNIZED: "I got mistaken for myself at a Starbucks once. This guy came up to me and said, 'Hey, man, you look a lot like that guy, James Franco's little brother, Dave.' And I was like, 'Pssshhh. Man, that fool? That guy sucks.'"

WHAT HE'S WEARING: Suit by Ermenegildo Zegna. Shirt by Paul Smith. Belt, stylist's own.

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ADRIAN GRENIER
PHOTOGRAPHED BY JAMES WHITE

The ocean is where life began and what sustains it still. **The Gentlemen's Fund**[®] initiative, **Nautica**, and **Adrian Grenier** are supporting **Oceana's** efforts to help prevent further pollution and the endangerment of aquatic life. With members in over 150 countries, Oceana is the largest international organization committed exclusively to oceanic conservation. Their teams of scientists, economists, lawyers, and advocates win concrete policy changes that help preserve the health of our oceans. Each campaign they undertake has a specific time frame and objective aimed at making a tangible impact. When you consider that the majority of the planet is covered by water, saving the oceans means saving the world. It will take time, and it's worth it.

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ADRIAN GRENIER ON CONSERVATION



NAUTICA



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NAME: HUNTER PARRISH

AGE: 22

HOMETOWN: Plano, Texas

YOU'VE SEEN HIM: As Melchior in the Tony Award-winning Broadway musical *Spring Awakening*, in *It's Complicated* alongside Alec Baldwin and Meryl Streep.

UP NEXT: A sixth season playing entrepreneurial young pot dealer Silas Botwin on the Showtime hit *Weeds*.

WILL WORK FOR FOOD: "My first job was a commercial for Ball Park Fun Franks. I had to hang upside down—this was before CGI, so I literally had to hang upside down—and they cut my head open and my brain fell out."

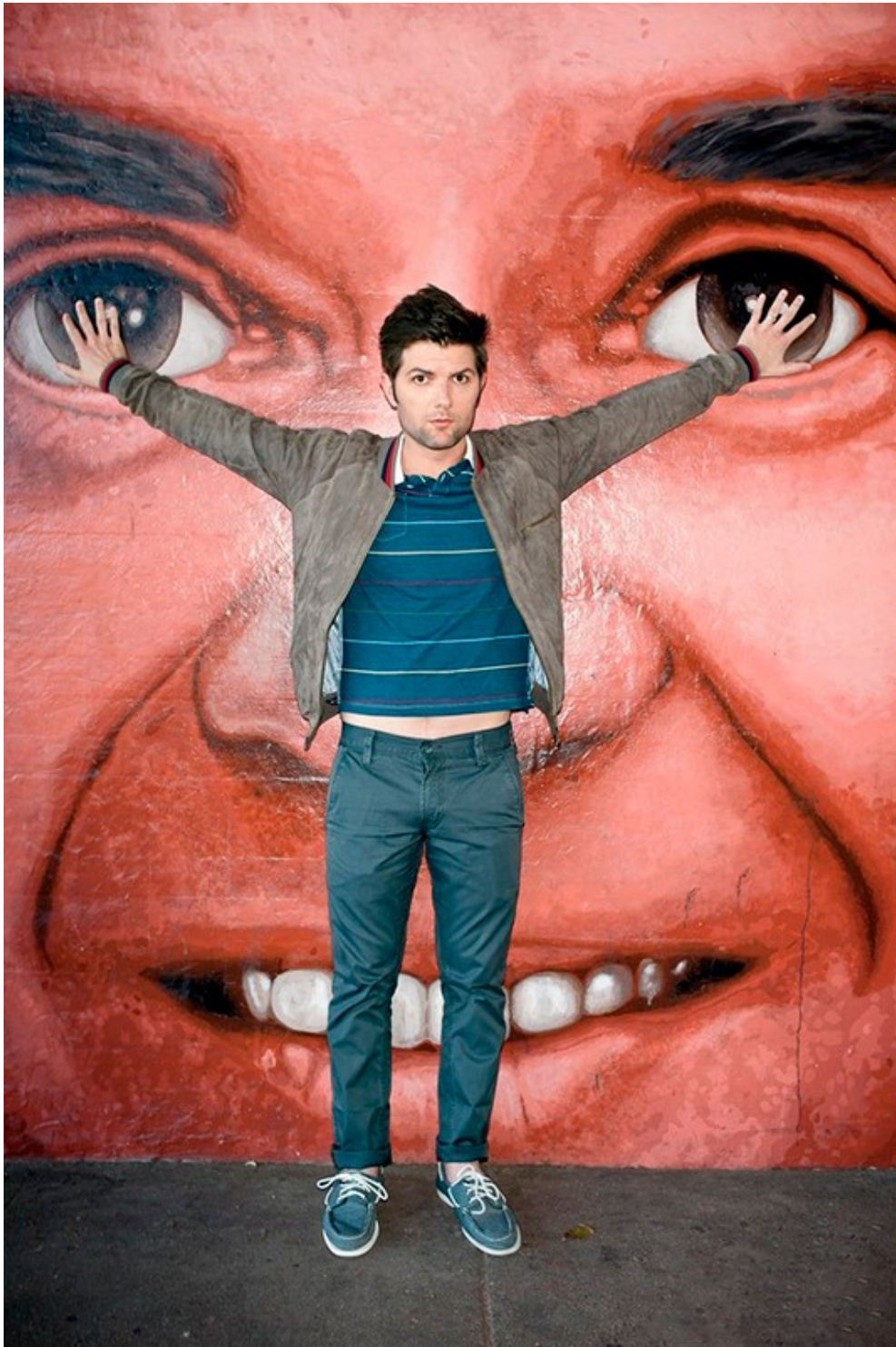
OCCUPATIONAL HAZARD: "When *Weeds* first started, people who weren't sure why they recognized me would ask me for marijuana—because they just know, for some reason, I would have it."

WHAT HE'S WEARING: Suit and pocket square by Armani Collezioni. Shirt by Burberry London. Tie by Burberry Prorsum. Belt by Louis Vuitton.

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TOBEY MAGUIRE WATCH OUT, INSTAGRAM

In the wake of Facebook's \$1 billion acquisition of Instagram, photo sharing is the hot new space. Tobey Maguire, 36, got in early on Mobli, a site that lets users share photos and video. "I'm passionate about the way technology can empower us all to be storytellers," says the actor. He invested in Mobli earlier this year after his friend Leonardo DiCaprio took part in a \$4 million round. The site has yet to turn a profit, but 20,000 new users are signing up every day, and, as Instagram proved, when it comes to buyouts, users are more important than revenue. —Dorothy Pomerantz

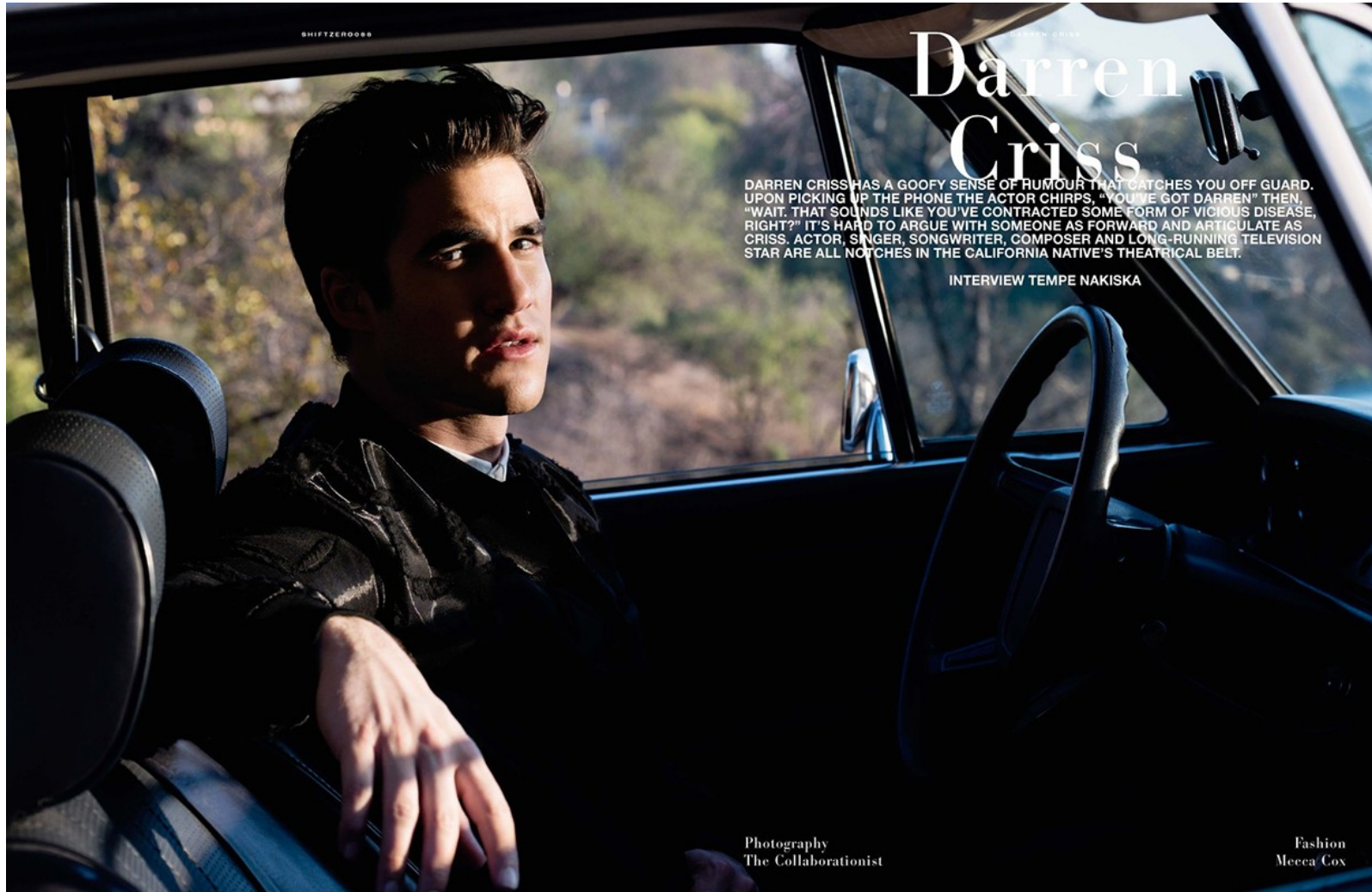
STYLIST: DANA BELL FOR TRACY MOTTAGE; GROOMER: ERIN LEE SMITH; LOCATION: THE BELFORD HOUSE, BELLEVILLE HILLS

PHOTOGRAPH BY EMILY SHUR FOR FORBES

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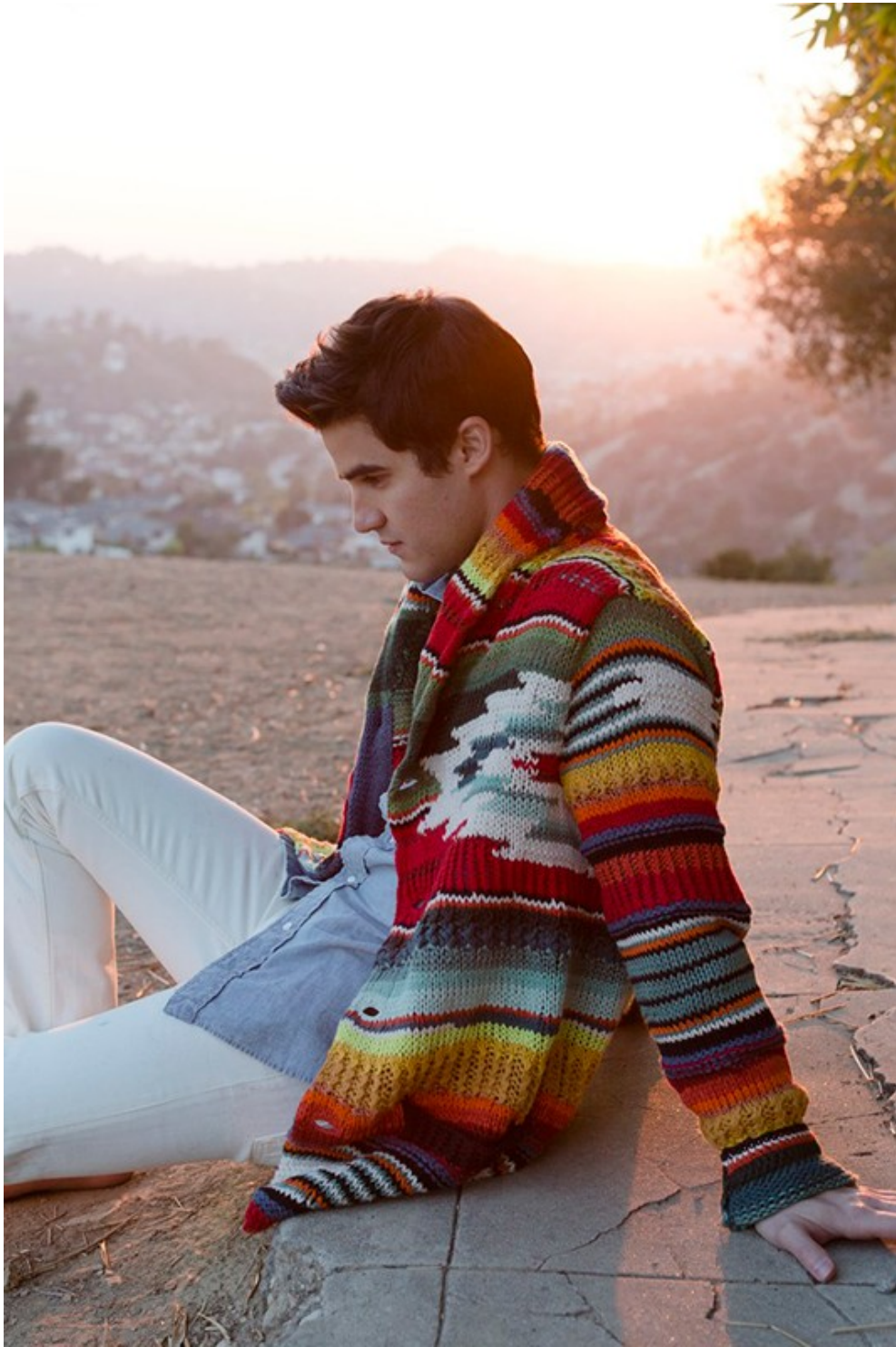
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The two-time
Oscar winner,
stars in *Hatfields &
McCoy's* on
the History Chan-
nel in late May.

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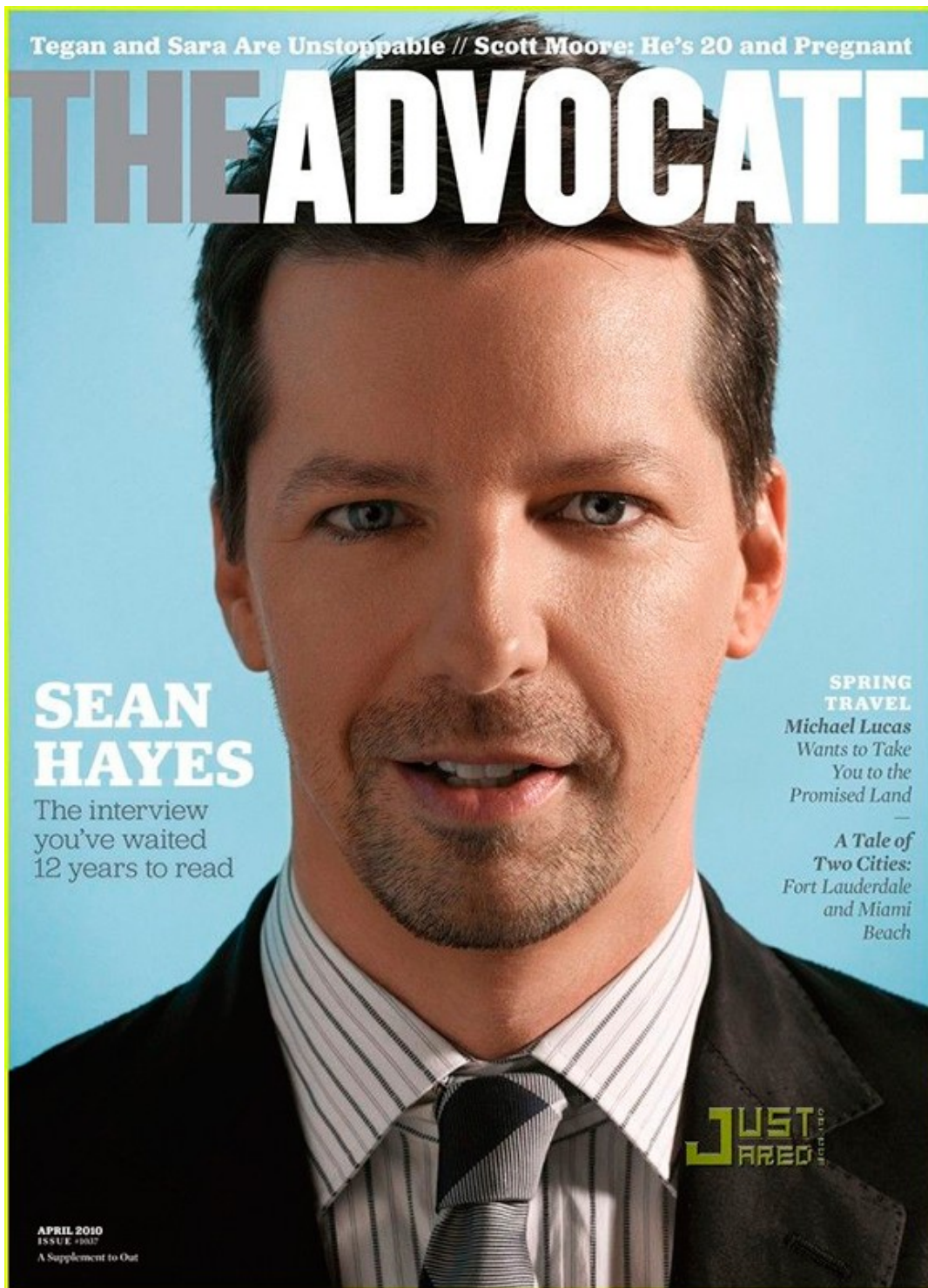
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ROBERT BUCKLEY

Robert Buckley is best known for his role as the sexy "Kirby Atwood" on the NBC series Lipstick Jungle, opposite Brooke Shields and Kim Raver. He currently stars on the CW hit series, One Tree Hill as Clayton, a brash young sports agent who represents Nathan Scott, (played by James Lafferty).

Jeans 7 FOR ALL MANKIND
tie, shirt & jacket BOSS BY HUGO BOSS
belt BANANA REPUBLIC
shoes JACK PURCELL (BY CONVERSE)

[opposite page]
pants JOHN VARVATOS *[exclusive for nordstrom]*
tie & shirt BOSS BY HUGO BOSS
vest JOHN VARVATOS *[exclusive for nordstrom]*
belt BANANA REPUBLIC
shoes JACK PURCELL *[by converse]*

location PALIHOUSE HOLLOWAY
west hollywood, ca
www.pallhouse.com

groomer ERIN SMITH *from celestine agency*

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Treme, HBO • Rob Brown, Michel Huisman, Jon Seda

★ **PATRIK ERVELL**
ON THE CAST OF
'TREME'

★ **Founded:** 2006, New York City
Designer: Patrik Ervell, 31
The aesthetic: The new minimalism expert, like a young Raf Simons or Jil Sander. His dual trademarks are club-collar dress shirts (Ryan Gosling swears by 'em) and ultrasleek anoraks.
Early days: "I grew up partly in Sweden and partly in Northern California. There's a simplicity about the style of both that's rubbed off on me."

★ **Soundtrack:** "There's something heavy and emotional about shoegaze that I love. I've never shown a collection without playing a Slowdive song."
What I wore as a kid: "Being a teen in the '90s, I hardly ever took off my Levi's."
If I wasn't designing: "I studied international relations, and I actually took the foreign-service exam. I was *this* close to being sent to a weird embassy somewhere."

For clothes, see Additional Credits, page 203. Where to Buy It? Go to GO.com/fashiondirectories

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Community, NBC
• Chevy Chase, Donald Glover,
Joel McHale, Ken Jeong, Danny Pudi

**GANT BY
MICHAEL BASTIAN**
ON THE CAST OF
'COMMUNITY'

Took the reins: 2009, New York City
Designer: Michael Bastian, 45
The aesthetic: The beloved American heritage brand gets a pick-me-up from one of the marquee interpreters of American style. The result is classic sports-influenced prep (madras, rugby shirts, navy blazers) updated with bolder patterns and colors and slimmer fits.
Every man should own: "A pair of five-pocket cords. They work with everything, and you need to give your jeans a rest. Sometimes there's a little too much denim static out there."
Fashion pet peeve: "I'm ready for the whole stylist phenomenon with celebrities to go away. People always ask, 'Whose style do you admire?' Well, it's hard to say, because I don't think we're seeing personal style; we're seeing hired style."
Inspiration: "No one has more style than a New York City 7-year-old. I live next to a school in Greenwich Village, and it's always so cool to see the parents walking their kids to school, because it's two moms or two dads, mixed-race families, and you can see that the kids are just allowed to be themselves and pick their own clothes in the morning."

Hair by Liza at Marital West Salon. Grooming by Erin Smith for Redken for Men. Prep styled by Abraham Latham for GE-Projects.com.
For clothes, see Additional Credits, page 203.
Where to Buy It? Go to GO.com/gu/fashiondirectories

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Mad Men, AMC
 → Aaron Staton,
 Sam Page

The Vampire Diaries, CW
 → Michael Trevino, Steven R.
 McQueen, Zach Roerig

MILLER'S OATH
 ON THE CAST OF
 'MAD MEN'

Founded: 2010, New York City
Designer: Kirk Miller, 32
The aesthetic: Old-school bespoke tailoring reimagined for the twenty-first-century American man. At his impeccably curated custom shop in New York's SoHo, Miller brings the same attention to detail to his suits that he brought to shoes and accessories at Berker Black.

Inheritance: "My great-grandfather had a store in Groton, South Dakota, with his eight brothers. It was originally a dry-goods general store, and then they started doing clothing. The building is still there."

Influences: "My father really enjoyed clothing; it was his passion. One of our first trips was to London to see his tailor and shoemaker. I think I was 8. At the time, I figured everyone probably did that with their dad."

T BY ALEXANDER WANG
 ON THE CAST OF
 'THE VAMPIRE DIARIES'

Founded: Women's, 2009; men's, 2010, New York City
Designer: Alexander Wang, 27
The aesthetic: Wang's relaxed anti-fit is brilliantly deceptive—there's a science to the slouch of his cool-kid tees and sweats. Slide 'em on and you feel as loose and easy as the clothes.
Fan base: Unofficially they're known as the "Wangsters"—downtown New York hipster chicks, like Chloë Sevigny, M.J.A., Zoë Kravitz, and Kirsten Dunst, who've been slinking around in his tees for years.

Fashion pet peeve: "Anything bedazzled."
Every man should own: "Wilted, washed T-shirts—ones that look like they were slept in and pulled on the next day. They're modern and comfortable, and they mold to your body so they feel totally personal."

For clothes, see Additional Credits, page 203. Where to Buy? Go to 602.ottolop.com/tdo, fashiondirectories

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Yahner wears a lambs-
wool sweater by A.P.C.,
\$210; "Humble Tee"
henley shirt by Acne,
\$150; cotton trousers by
Diesel, \$175; gray flannel
Bellmore hat by Billy
Reid for Stetson, \$155.

ERIC YAHNER

Yahner, 34, wants you to laugh at his work. A former animator, Yahner uses pencil and paper, even guacamole — "whatever the funniest material is." He credits Jewish humor as his primary influence, making his work a kind of Mel Brooks-Raymond Pettibon hybrid — except his jokes are raunchier and his drawings are bigger. "I do a lot of Los Angeles-centric work," he says. "I grew up here. Commercial imagery is part of me. But I come at it from a comedic angle. It's as much from my grandfather as it is from watching *Blazing Saddles*." Hence, a strangely erotic, photo-realistic drawing of gefilte fish — part of a larger series featuring digitally stimulated foods. Says Yahner: "I've been wanting to finger a jar of gefilte fish for as long as I can remember."

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KORINEWKIRK

"Before I came out here," says Newkirk, 41, "I thought all the art would be Pepto pink with lots of neon. But it's not. It's very sophisticated." Newkirk was born in the Bronx and moved to L.A. in '95. Since then he has become a bona fide art star, showing in the Whitney Biennial and having a

10-year retrospective of his beaded curtains, self-portraits, and mixed-media pieces at the Studio Museum in Harlem. Notions of race, beauty, nature, and male identity inform his practice, as do science fiction and spaces that are particular to L.A. Last summer Newkirk did a show

at Country Club, a gallery in an iconic Rudolf Schindler modernist dwelling. "I couldn't turn down that house," he says. "I didn't think I'd ever have another opportunity to play in a house like that. You can never own one of those houses. A house like that is always going to own you."

Newkirk wears a navy wool crewneck sweater by Band of Outsiders, \$350; 501 jeans by Levi's, \$60; shoes by Converse Chuck Taylor All Star, \$46.



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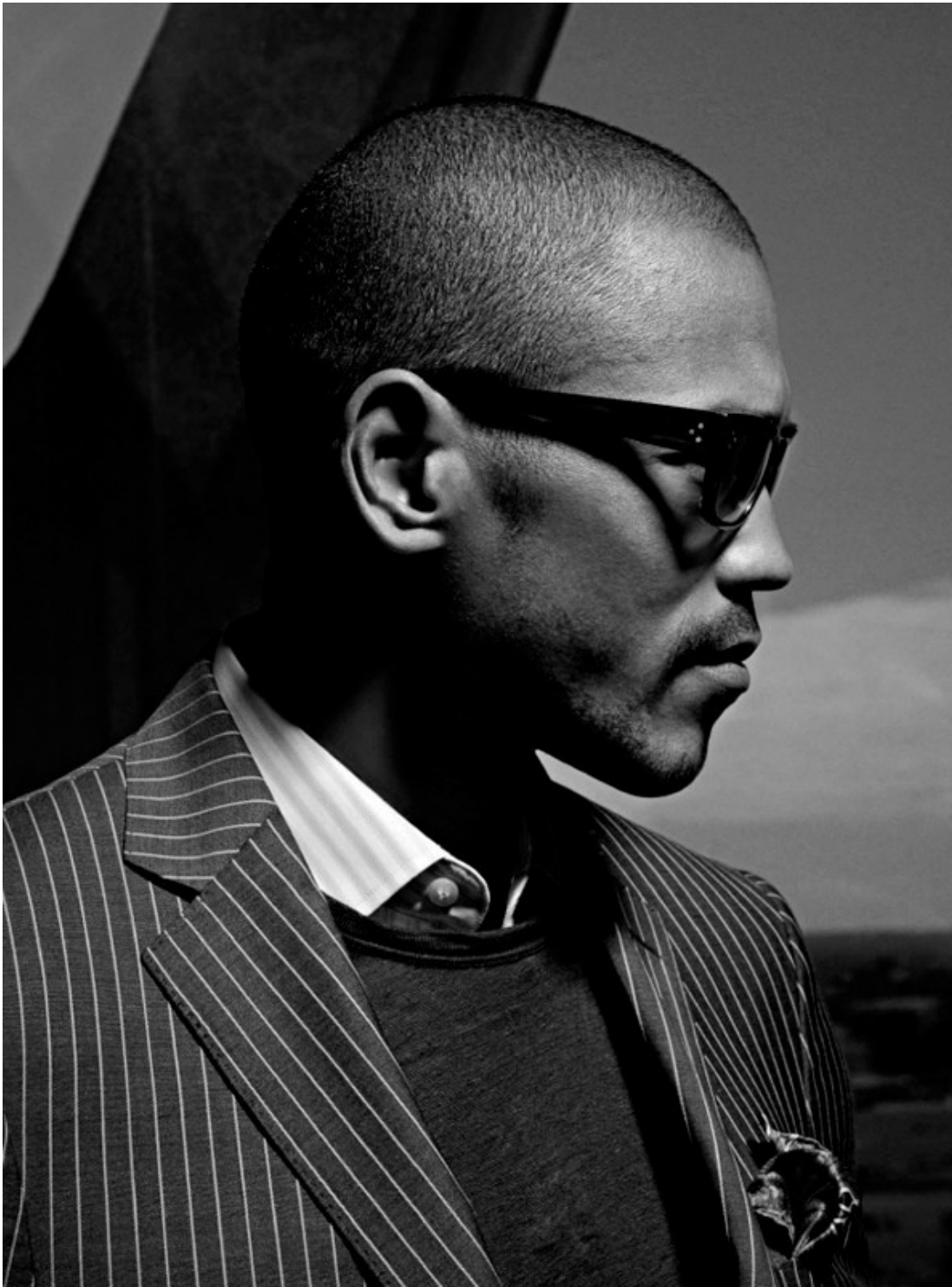
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Large check silk and linen double-breasted two-piece suit, \$3,820, shirt, \$470, gingham jacquard tie, \$195, and polka-dot pocket square, \$195, all at Tom Ford, New York, 212.358.6300. Opposite page: Cassini two-button suit, \$3,750, lapel vest, \$1,230, and checkered shirt, \$710, all at Bottega Veneta, 312.664.3229. Brown knit tie, \$56, by Ralph Lauren at Saks Fifth Avenue, 312.644.6388. John Dery Fedora, \$480, by Red Krossen at Barneys New York, 312.567.1700.

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